RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

April 16, 1997

RJR Account #081120
Mr. C. Polino
BUFFALO TOBACCO

JUNE DORAL B2G1F / PROMOTION #700272

Dear Coz:

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 30 skus of B2G1F Displays (Item #525101) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B1G1F
Full Flavor Box	12300-24065	2
Light Box	12300-24066	2
Full Flavor 100	12300-24063	1
Light 100	12300-24062	2

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

Product / Premium Arrival: **May 12, 1997**

Ship Date to Retail: **Week of: May 19, 1997**

SKU CUBE: **0.9960**
SKU WT (w/o Product): **1.7200 lbs**
Retail Sales Offer per Sku: **21 Offers**

Billing per Sku:
5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

EET $ Amount: **$986.48**
Non-EET $ Amount: **$N/A**

51862 3106

Source: https://www.industrydocuments.ucsf.edu/docs/grym0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

PLACE INTO EACH DISPLAY:

* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  BRAND STYLES: DORAL FF BOX / DORAL LT BOX / DORAL FF 100 / DORAL LT 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
* ONE COPY OF THE ATTACHED BLUE 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$34.30 (2.45 (12M) case(s) @ $14.00).** Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Alessandra
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Retailer Letters (blue copies)

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-JUNDOR.DOC

51862 3107

Source: https://www.industrydocuments.ucsf.edu/docs/grym0000

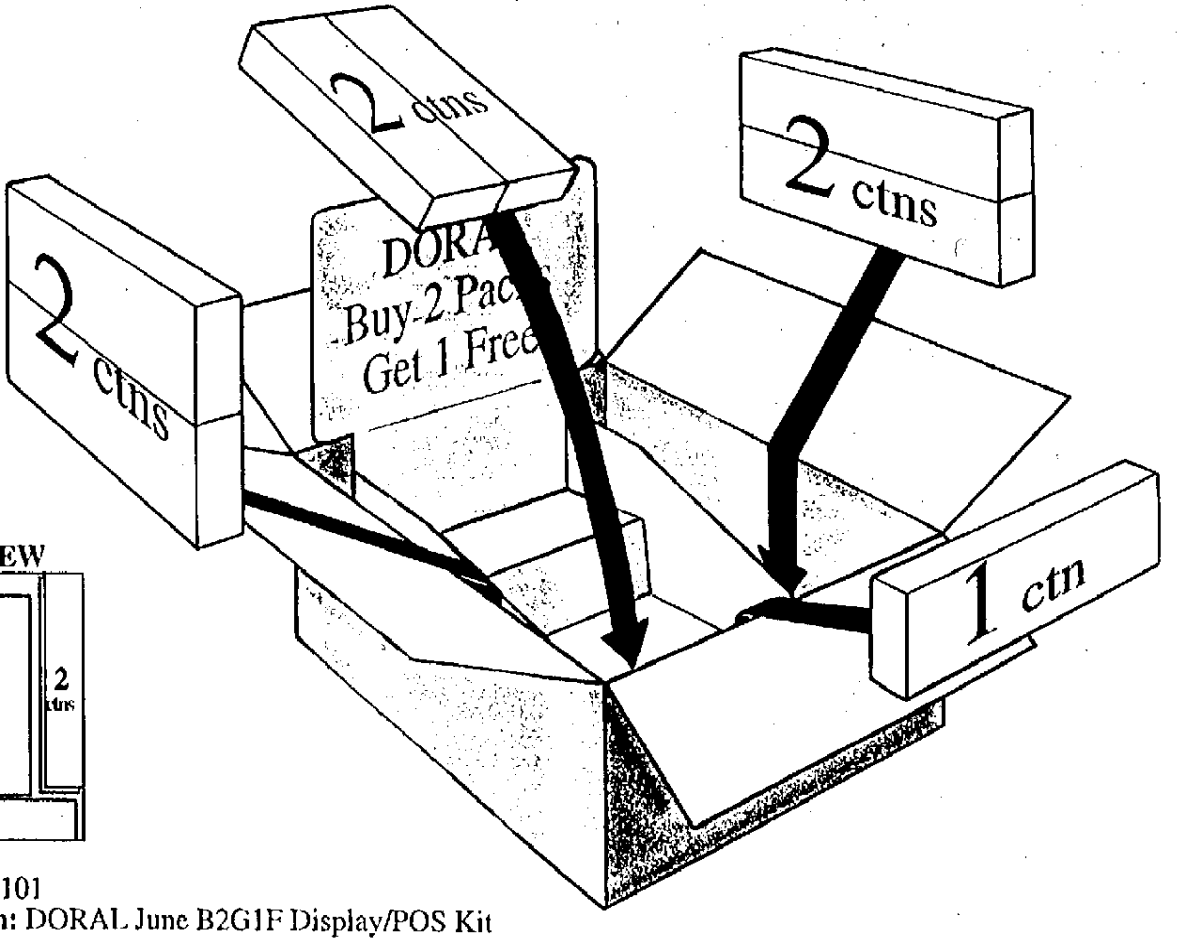
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

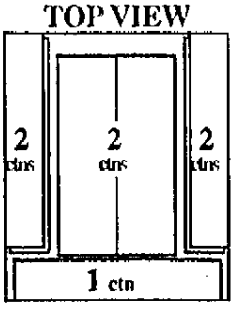
June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



TOP VIEW



Item: #525101
Description: DORAL June B2G1F Display/POS Kit

Brand Style	FF BOX	LT BOX	LT 100	FF 100		
Number of Cartons	2	2	2	1		

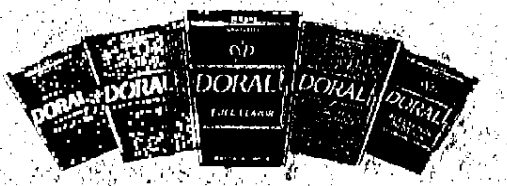
©1997 R.J. Reynolds Tobacco Company Printed in U.S.A.

51862 3108

Source: https://www.industrydocuments.ucsf.edu/docs/grym0000

BEST COPY

RJR TOBACCO



To All RJR Retail Partners

RETAILER LETTER

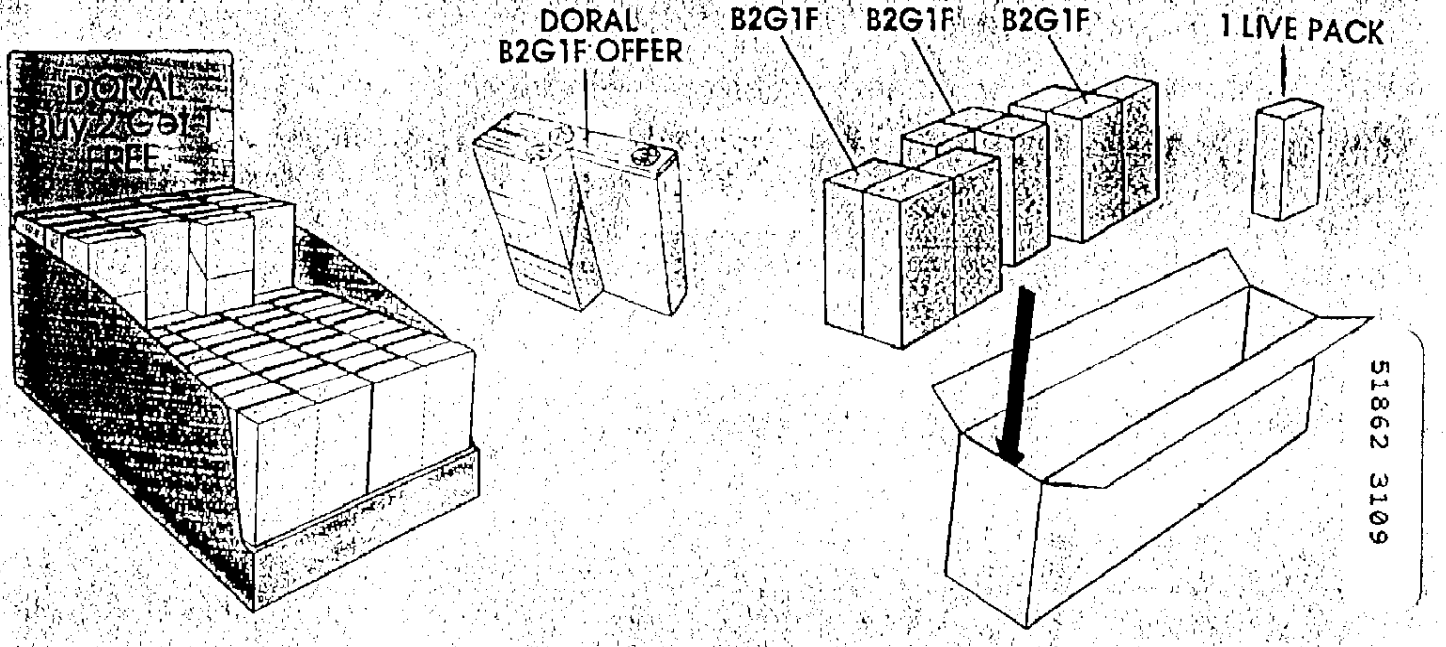
DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS.

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER.
DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER.
PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.



51862 3109

Source: https://www.industrydocuments.ucsf.edu/docs/grym0000

WHOLESALER : 081120 BUFFALO TOBACCO PRODUCTS <DIRECT>
TEMPLATE : 700272 70600 DOR JUNE B2G1F
TEMPLATE SEQ : 0006
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #*
162601		585023	QUEEN SHEBA'S	426 RHODE ISLAND	BUFFALO	NY	14213	1				(716)885-1677
162603	162625	483559	GANCI'S EXPRESS MAR	1241 E LOVEJOY ST	BUFFALO	NY	14206	1				(716)892-2427
162602		517307	GATES CIRCLE BEVERA	1432 DELAWARE AVE	BUFFALO	NY	14209	1				(716)884-3435
162603	162225	764902	SINCLAIR DRUG	75 MAIN ST	WARSAW	NY	14569	1				(716)786-2330
162601	162629	624663	A-PLUS #60838	1301 HERTEL AVE	BUFFALO	NY	14216	1			047514	(716)873-7005
162601	162626	660889	FOOD PLUS II	317 ENSMINGER RD	TONAWANDA	NY	14150	1				(716)871-8771
162601	162626	667214	NFT MOBIL	8721 NIAGARA FALL	NIAGARA FALLS	NY	14304	1				(716)297-6085
162601		716625	A-PLUS MINI MARKET	1390 DELAWARE AVE	BUFFALO	NY	14209	1				
162602	162629	665636	MICHAEL'S SUNOCO	3705 HARLEM ROD	BUFFALO	NY	14214	1				(716)836-1314
162602	162625	691459	A-PLUS MINI	460 ELMWOOD AVE	BUFFALO	NY	14222	1				(716)881-1557
162601		259488	BUFFALO TOBACCO PRD	202-208 RHODE ISL	BUFFALO	NY	14213	1				(716)883-9250
162601	162629	396739	FAY'S LEADER DRUG	801 TONAWANDA ST	BUFFALO	NY	14207	1	NYS			(716)875-1090
162602	162629	765426	MAYBACKS FOOD SHOP	3035 GENESEE ST	CHEEKTOWAGA	NY	14225	1	NYS			(716)895-9201
162603	162622	323511	GAS-RITE, INC.	11665 BROADWAY ST	ALDEN	NY	14004	1	NYS			(716)937-9931
162603	162625	397014	CORNER STORE	2050 CLINTON ST	BUFFALO	NY	14206	1	NYS			(716)825-2222
162603	162629	397510	LAUTNER'S CORNER	431 TERRACE BLVD	DEPEW	NY	14043	1	NYS			(716)683-4722
162603	162622	397930	CORNER STORE	155 LAKE AVE	LANCASTER	NY	14086	1	NYS			(716)681-8251
162603	162625	506533	CENTER RD. SUPER	1207 CENTER RD	WEST SENECA	NY	14224	1	NYS			(716)674-4545
162603	162680	554322	BOLLERS CAR WASH	5029 CLINTON ST	WEST SENECA	NY	14224	1	NYS			(716)668-7545
162601	162625	765525	FRONTIER BEVERAGE	121 GRANT ST	BUFFALO	NY	14213	6	NYS			(716)883-6277
162602	162629	396778	TILE DRUG	1031 CLEVELAND DR	CHEEKTOWAGA	NY	14225	1	NYS			(716)632-4888
162602		397228	CHEF'S DELI, INC.	547 ELMWOOD AVE	BUFFALO	NY	14222	1	NYS			(716)883-6645
162601	162629	398677	CORNER STORE	2815 DELAWARE AVE	KENMORE	NY	14217	1	NYS			(716)875-4752

PAGE BREAK TOTAL ACCOUNTS 23 TOTAL QUANTITY 28

TEMPLATE TOTAL ACCOUNTS 23 TOTAL QUANTITY 28

51862 3110

Source: https://www.industrydocuments.ucsf.edu/docs/grym0000

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 05/20/97

ACCOUNT NUMBER: 081120
VOUCHER NUMBER: 15354154
DATE WRITTEN: 05/20/97
STATUS: PAID
AMOUNT PAID: 34.30

BUFFALO TOBACCO PROD
202-208 RHODE ISLAND
BUFFALO , NY 14213

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.45	34.30

EXPLANATION: JUNE: DORAL B2G1F PROMOTION #700272/C ALESSANDRA

51862 3111

Source: https://www.industrydocuments.ucsf.edu/docs/grym0000